CONTENT PERSONALIZATION BASED ON ACTIONS PERFORMED DURING A CURRENT BROWSING SESSION

ABSTRACT OF THE DISCLOSURE

5   A system provides session-specific web page or web site recommendations to a user based upon an identification of web pages previously viewed by the user during a browsing session. During a sequence of proximately visited locations, users tend to view web pages with similar content. To collect data, a client program executes in conjunction with a web browser on each of multiple users' computers. Each client program identifies pages viewed by the user

10 and transmits the sequence of identifications to a server application executing on a recommendation system. The recommendation system creates tables of similar web pages based upon the sequences of locations visited by users. To create session-specific web page recommendations, the system uses the client program to identify a set of locations visited by the user during the session. The system then identifies similar web pages based upon the created

15 tables and combines, sorts, and filters the results.